

Let's Re-elect King Cotton

Old King Cotton Has Four Outstanding Values



Beauty - Durability - Style - Sanitation

Looms, dyes, fashion artists . . . all have collaborated to make the fluffy staples of the South's economic King into strips and widths of gorgeous materials for Spring wearing apparel.

Nothing short of the full strength of Cotton's inherent toughness has been left in the millions of yards of new Spring piece goods . . . now on sale in first rate department stores.

Style experts have sensed the urge to "change to cotton" and have done some wonderful things with the new figures and designs of pretty cotton goods for Spring 1931.

Buy a Ready-Made Dress of Cotton or go to your Shelby Merchants for some of the other pretty things made of cotton.

ORA MILL CO.

JNO. R. DOVER, Pres. EARL HAMRICK, Sec.-Treas.

We Manufacture Cleveland County Cotton



We are doing our part to preserve the Royal Heritage of King Cotton. Cleveland County grows the cotton and we make it into cloth.

Are you wearing your share of the white product that has made Cleveland County famous?

Women's Clubs, Civic Circles, in fact wherever women congregate, the Cotton Campaign is the chief issue. Such organizations are pledging themselves to wear more cotton . . . because

COTTON GARMENTS ARE BEAUTIFUL, MORE DURABLE, MORE SANITARY AND CHEAPER.

Let's Wear More Cotton Shelby Cotton Mills

C. C. BLANTON, Pres. R. T. LeGRAND, Sec. - Treas.

LILY MERCERIZED THREAD

An Excellent Thread For All Sewing

400-YARD
TUBE

10c

Except No. 8.

400-YARD
SPOOL

10c

Except No. 8.

125-YARD
SPOOL

5c

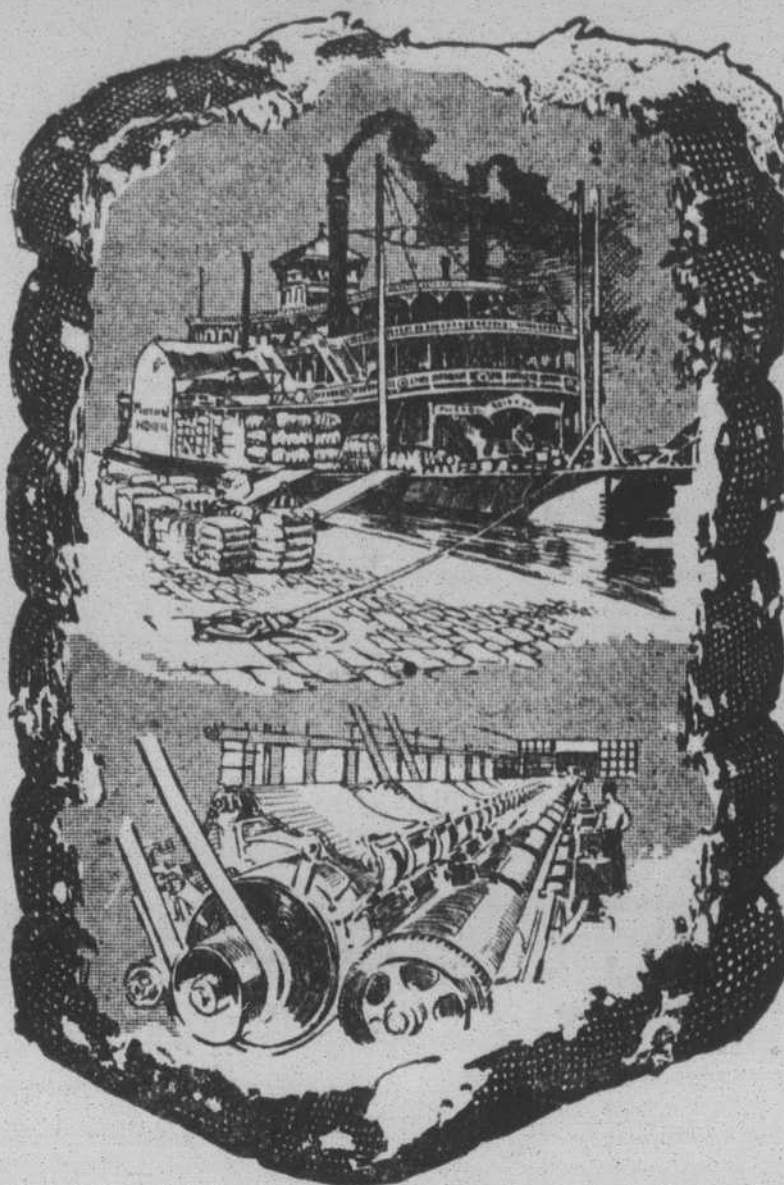
Except No. 8

FOR SHEER AND LUSTROUS FABRICS.

MADE
BY

Lily Mill & Power Co.

SHELBY,
N. C.



We Grow Cotton We Manufacture Cotton Let's Wear COTTON

Is it possible that this section, where all activity centers about the production and manufacture of cotton, is griping and groaning about a situation the elimination of which is a matter for us to handle?

If so, why not do something instead of gripe and groan?

If your residence were burning, would you sit down and groan and wail—or would you call the fire trucks?

The key cog of prosperity in the section about Shelby, as well as a major portion of the South, is COTTON. When the textile manufacturer cannot sell his output of cotton goods it is impossible for the manufacturer to pay the farmer a decent price for his cotton. When that condition arises and strengthens its grip, there can be little hope for prosperity. The manufacturer cannot continue operation unless he sells, and as a result employees are without work and the hum of whirling spindles is heard no longer in industrial areas. At the same time, out in the farm regions the farmer cannot make ends meet when he must sell his cotton for 10 cents or less.

The answer is this: More cotton goods must be sold. By wearing more and more material made of cotton instead of silks and substitutes King Cotton can be restored to his throne.

Had you ever thought of this? Of the 52,107 people who live in Cleveland county at least 90 percent are directly dependent upon the moving of the cotton crop. What's more the prosperity of the remaining 10 percent is indirectly based upon cotton activity.

The farmers of Cleveland county produce 63,000 bales of cotton per year to lead all other North Carolina counties. They cannot be prosperous unless cotton brings a price that will justify its production with at least a slight margin of profit. In Cleveland county there are 22 textile plants employing hundreds of workers with a weekly payroll running into the high thousands. These plants cannot continue operation unless they can sell their output; and, too, they cannot purchase their share of the 63,000 bales of cotton unless they can, in turn, dispose of it at a reasonable profit. Hundreds of other Cleveland county citizens are connected in one way or another with the cotton industry. They, too, flounder when cotton flounders, and thrive when the cotton farmer and cotton manufacturer thrive.

Why not, then, wear more material made of cotton goods?

The force of the "Wear-More-Cotton" movement is gradually gaining impetus. Today in Shelby stores you will find garments made of cotton and other materials that look as well and are as durable, if not more so, than any of the cotton substitutes. And you'll find it at a better price. When you go to buy, demand cotton products. That should be the slogan of the Cleveland farmers who produce 63,000 bales of cotton annually, and it should be the slogan of the thousands of people employed and dependent upon the 22 textile plants of the county. In fact, it should be the slogan of every one of the 52,107 people who live in Cleveland county.

Read the "Wear-More-Cotton" ads on this page. And think it over. Then do just what you would do if your house were on fire. Sit down and whimper or call the fire trucks.

Let's Wear Cotton

FROM SKIN OUT

Wray's Full Fashion Cotton Hose is the Talk of the Town. Sheer as a silk but wears longer. Many new Spring shades.

Mercerized Lisle Hose.

All shades . . . 25c and 49c

FRUIT OF THE LOOM

Cotton Prints and Broad-

cloths. Nothing prettier

for Spring Dresses. Sheer,

serviceable and durable.

Absolutely fast color.

Price . . . 19c, 22c & 29c

BROADCLOTH SHIRTS

The very finest quality

fully mercerized. Newest

Spring patterns, also solid

color. Special . . . \$1.00

— GINGHAMS —

32 inch wide Plaids, Stripes

and Checks. Fast Col-

ors 10c

Cotton Canvas Gloves, first

quality 10c

Father George Sheeting

Branded 8c

— 40-INCH SHEETING —

Heavy weight for sheets

and Pillow Cases . . 10c

See our new Cotton Voiles, Organdies, Flaxon Batiste and Nainsook. IF IT'S COTTON GOODS WE HAVE IT.

A. V. Wray & 6 Sons

Shelby Merchants Have New Stocks OF

Cotton Goods



This Spring has brought out more plain and fancy figured cotton goods than ever, since Cotton has been King in the South.

All loyal subjects of King Cotton have an economic interest in Cotton's welfare. Every man, woman and child in the Sunny South builds his high hopes, either directly or indirectly, on Cotton's progress.

Go to your favorite merchant. Select a pretty piece of Spring Cotton material for a dress, your child's dress, or what-need-you, and see how much fun you will get out of making and wearing smart, durable and attractive garments plucked from the sunny fields of the good old South.

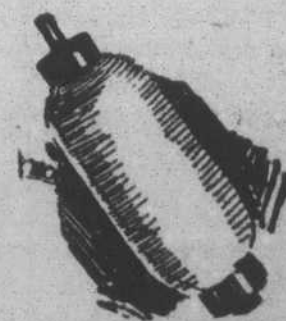
Dover Mill Co.

SHELBY, N. C.

Locally Owned And Using Locally Grown Cotton

Cotton

Main Dependence In Cleveland



THE CAUSE CAN BE MATERIALLY HELPED

If the merchants and business houses will use cotton twine instead of jute and paper for wrapping.

Insist on cotton twine on your packages. Wear and use cotton materials always.

Cleveland Mill & Power Co.

LAWNDALE, N. C.